

Message Text

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ACTION AGR-10

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FM AMEMBASSY RABAT

TO SECSTATE WASHDC 9373

UNCLAS RABAT 4199

DEPARTMENT PASS FAS FOR SHEPPARD

E.O. 11652: N/A

TAGS: BEXP EAGR MO

SUBJECT: UPDATING TRADE LIST OF FOOD IMPORTERS FOR USDA/FAS
TRADE OPPORTUNITY REFERRAL SYSTEM AND BRINGING NEW COUNTRIES
IN MIDDLE EAST AND NORTH AFRICA UNDER PROGRAM

REF: STATE 179535

1. ACCORDING TO 1974 LISTING PREPARED BY FAS/W AND RECEIVED AGATT OFFICE, MOROCCO NOT INCLUDED ON TORS. GOM IMPORTS CONSIDERABLE QUANTITIES OF FOOD AND OTHER AGRICULTURAL COMMODITIES (THOUGH ADP EXPORT LIST DOES NOT REFLECT THIS) THROUGH PRIVATE MOROCCAN FIRMS WHICH ALSO IMPORT OTHER MATERIALS. THERE ARE SEVERAL IMPORTERS WHO WOULD NO DOUBT FALL INTO 100,000 USD CATEGORY AS STIPULATED PARA FOUR REFTEL. LOCAL AUTHORITIES ADVISE, HOWEVER, THAT NUMBER NOT SIGNIFICANTLY LARGE AND THAT IT WOULD BE DIFFICULT TO DETERMINE HOW MUCH OF TOTAL IMPORT COSTS ACTUALLY SPENT ON FOOD AND WHAT PERCENTAGE EXPENDED ON OTHER ITEMS. EMBASSY BELIEVES THAT SUPER-MARKETS, CATERERS, GOVERNMENT FOOD BUYING AGENCIES AND INSTITUTIONAL AGENCIES AMONG THOSE LESS LIKELY HANDLE REQUIRED 100,000 DOLLAR VOLUME. POINT IS THAT LIST WOULD NOT BE EXTENSIVE ONE DUE TO 100,000 DOLLAR STIPULATION.

2. DR. PETER JACOBS OF WISCONSIN STATE DEPARTMENT OF AGRICULTURE CONDUCTED "COMMODITY IDENTIFICATION STUDY" IN TUNISIA, LIBYA AND MOROCCO IN APRIL 1976. DR. JACOBS
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WAS TO PREPARE REPORT OF HIS FINDINGS TO COVER FOLLOWING

OBJECTIVES: (1) DETERMINATION OF MARKET PROSPECTS FOR U.S. AGRICULTURAL COMMODITIES AND PROCESSED FOODS; (2) IDENTIFICATION OF BARRIERS, DUTIES AND TRADE RESTRICTIONS; AND (3) IDENTIFICATION OF IMPORTERS, WHOLESALERS AND END-USERS OF THESE PRODUCTS AS WELL AS OTHER KEY MARKET FACTORS. EMBASSY HAS NOT YET RECEIVED COPY, BUT BELIEVES REPORT SHOULD BE USEFUL IN EVALUATING PROSPECTS FOR MOROCCO.ANDERSON

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